

Amendments to and Listing of the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-12. (Canceled)

13. (Currently Amended) A method of constructing a web page that allows for syndication of digital assets, the method comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, ~~wherein the inserted script[[,]] when executed by a browser,~~ requests including code to request the content of the digital asset from a remote site when the code is executed by a browser, the request code including a uniform resource identifier (URI) of the web page and a unique identifier of the ~~selected~~ content.

14. (Currently Amended) A method of claim [[13]] 25 wherein the ~~script~~ scripting language is JavaScript.

15. (Currently Amended) A method of claim 13 wherein the ~~selected~~ content is an executable file.

16. (Currently Amended) A method of claim 13 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the ~~selected~~ content.

17. (Currently Amended) An article of manufacture for constructing a web page that allows for syndication of digital assets, the article of manufacture comprising a computer-readable medium encoded with computer-executable instructions for performing a method comprising:

(a) constructing a web page; and

(b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, ~~wherein the inserted script[[,]] when executed by a browser,~~

~~requests~~ including code to request the content of the digital asset from a remote site when the code is executed by a browser, the ~~request code~~ including a uniform resource identifier (URI) of the web page and a unique identifier of the ~~selected~~ content.

18. (Currently Amended) The article of manufacture of claim ~~[[17]]~~ 26 wherein the ~~script~~ scripting language is JavaScript.

19. (Currently Amended) The article of manufacture of claim 17 wherein the ~~selected~~ content is an executable file.

20. (Currently Amended) The article of manufacture of claim 17 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the ~~selected~~ content.

21. (Currently Amended) A computer-implemented apparatus for constructing a web page that allows for syndication of digital assets, the apparatus comprising:

(a) means for constructing a web page; and

(b) means for inserting script into the web page constructed by the means for constructing a web page, the script being associated with at least one digital asset that is desired to be part of a fully rendered web page, ~~wherein the inserted script[[,]] when executed by a browser, requests~~ including code to request the content of the digital asset from a remote site when the code is executed by a browser, the ~~request code~~ including a uniform resource identifier (URI) of the web page and a unique identifier of the ~~selected~~ content.

22. (Currently Amended) The apparatus of claim ~~[[21]]~~ 27 wherein the ~~script~~ scripting language is JavaScript.

23. (Currently Amended) The apparatus of claim 21 wherein the ~~selected~~ content is an executable file.

24. (Currently Amended) The apparatus of claim 21 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the ~~selected~~ content.

25. (New) The method of claim 13 wherein the script is a scripting language.

26. (New) The article of manufacture of claim 17 wherein the script is a scripting language.

27. (New) The apparatus of claim 21 wherein the script is a scripting language.